



Minimize *effort* Maximize *e-rate*

4th - 5th Jan 2012

Carnegie Center 1101 W. Washington, Phoenix AZ 85007

Cyber Awareness Session - Jan 5th 2012	
Expanding into Adult Safety	<ul style="list-style-type: none"> • Grandparent education • How much information should be revealed • Identity theft
Evaluation	<ul style="list-style-type: none"> • + Use of statistics to track improvements and assess program resources
Challenges	<ul style="list-style-type: none"> • - Adequate Budget • + Grants, Free links • Resources staffing • Staff time, current appropriate • Overcoming misinformation and hurdles • Annoyance with pop-ups • Monitoring blogs, disclaimers
Mobilize Teens	<ul style="list-style-type: none"> • + Mobilize cyber savvy teens to help train others • Required safety class for minors – role playing • + Form a teen advisory council (to do) • Engage teens in making the rules • Bringing in new teens • Bringing in teens hat don't use the library • Teens as mentors

	<ul style="list-style-type: none"> • + Teen specific webpage with teen specific resources (to do) • + Empower youth by highlighting positive choices of “our” youth • + Allow teens to ask anonymous questions (related to/or on websites) (to do) • + Pop up “sound bite” messages • + Messages contain cool informative links • + Blog – discussion based, one blog would be internet safety • + Offer links on our website to other helpful and safe sites • + Enhanced teen page on website with links and blog • - Keeping current and keeping appropriate • Use Older teens to present to younger teens • Reach teens universal • + Teen specific webpage with teen specific resources (to do) • + Empower youth by highlighting positive choices of “our” youth • + Allow teens to ask anonymous questions (related to/or on websites) (to do) • + Pop up “sound bite” messages • + Messages contain cool informative links • + Blog – discussion based, one blog would be internet safety • + Offer links on our website to other helpful and safe sites • + Enhanced teen page on website with links and blog • - Keeping current and keeping appropriate • Use Older teens to present to younger teens
Reach Teens universal	
Strategies to reach at risk teens and parents	<ul style="list-style-type: none"> • - Getting a risk kids into the library – hurdle • - Parent apathy • Parents outreach strategies that work for more at risk parents
PR	<ul style="list-style-type: none"> • QR codes • Market our resources better
Parent Strategies	<ul style="list-style-type: none"> • - Getting a risk kids into the library – hurdle • - Parent apathy • Parents outreach strategies that work for more at risk parents • QR codes • Market our resources better • + Parental training • - Getting parents to come • + Education for parents about social media • + Parental control available • + Communication between children and parents • - Staff time • Differing parental control standards – hurdle • Parent-child activities

Activities and Programs for Parents, Teens, Children on being beter informed	<ul style="list-style-type: none">• Public service announcements
Collaboration	<ul style="list-style-type: none">• + Coordinate with existing community programs and with stake holders for teens (to do)
School Outreach	<ul style="list-style-type: none">• + Reach-out to schools in the area• + Offer surveys and data to support internet safety